

**REFLECTIVE POLARIZING TRANSFLECTOR
FOR DISPLAY APPLICATIONS**

ABSTRACT OF THE DISCLOSURE

A transflector is described which increases efficiency and brightness under both ambient and supplemental lighting conditions in visual display applications. In one embodiment, the transflector includes a reflective polarizing element that reflects one polarization of light and transmits the other. In an alternate embodiment, the transflector includes a reflective polarizing element and a diffusing element such that the transflector diffusely reflects light of one polarization and transmits the other. The transflector is useful for both reflective and transreflective liquid crystal displays.

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